



FOR IMMEDIATE RELEASE

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Visit Elizabeth City Announces Matching Marketing Grants

Elizabeth City, NC. (Dec. 5, 2019) – Visit Elizabeth City (the Elizabeth City-Pasquotank County Tourism Development Authority) announces **Matching Marketing Grants**.

The intended use of these funds is to increase tourism and enhance the visitor experience in Elizabeth City and Pasquotank County. The purpose of the Matching Marketing Grants is to support and stimulate the growth of new and innovative tourism products that help create new reasons for out-of-town visitors to want to experience Elizabeth City and Pasquotank County by providing funding for the marketing, advertising and promotion of a new, enhanced or significantly expanded event, activity or attraction. Preference will be given to applications for initiatives likely to attract visitors from outside of Pasquotank County who are inclined to stay overnight.

Visit Elizabeth City is allocating \$12,500 toward its Matching Marketing Grant Program for FY19-20, July1, 2019 – June 30, 2020. The Matching Marketing Grant Program requires a 1:1 match on all awarded marketing dollars, thus doubling the amount of advertising and marketing for the winning event, activity or attraction.

Applications may be submitted by area organizations, both for-profit and non-profit, for the marketing, advertising and promotion of a new, enhanced or significantly expanded event, activity or attraction in Pasquotank County.

Projects that are funded under this program should draw attendance from at least 40 miles away, must be open to the public, be spectator friendly, “walk-up” friendly, or have a reasonable number of tickets available for purchase.

For a complete list of guidelines and applications go to <https://visitelizabethcity.com/About-Matching-Marketing-Grants>. Deadline for completed applications for the 2019-2020 Fiscal Year is 3:00 pm on February 14, 2020.

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